

IN THE CLAIMS

1. (currently amended) A receiver, comprising:

a receiving unit operable to receive program signals and program guide information;

a storage unit operable, in response to the receiver receiving an instruction to turn off a power source of the receiver, to store content information indicating whether content displayed immediately before the receiver turnsing off a—the power source of the receiver is a program guide or a program, and when—if the content displayed immediately before the receiver turnsing off the power source of the receiver is the program, to store genre information indicating the—a genre of the program; and

a display controller operable, to determine whether to display the program guide, a recommended program, or another program of the genre indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, (i) to display the determination being based solely on the content information and the genre information that were stored immediately before the receiver turns off the power source,

the program guide being displayed as an—the initial image if when—the content information stored in said storage unit indicates that the program guide was displayed immediately before turning off the power source of the receiver, and (ii) to display as the initial image at least one of a recommended program or another program of a same genre, said display controller being operable to display

the recommended program being displayed as the initial image if when—the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power

source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program guide information and previously set user preferences, and ~~said display controller being operable to display~~

~~the another program of the same genre indicated by the stored information being displayed as the initial image if when the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.~~

2. (cancelled)
3. (currently amended) In a receiver having a power source, a method comprising:

receiving program signals and program guide information;

receiving an instruction to turn off a power source of the receiver;

storing, in response to receiving the instruction to turn off the power source, content information indicating whether content displayed immediately before turning off the power source is a program guide or a program, and when the content displayed immediately before turning off the power source of the receiver is the program, storing genre information indicating the-a genre of the program;

turning off the power source; and

determining whether to display the program guide, a recommended program, or another program of the genre indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, the determination being based solely on the

content information and the genre information that were stored immediately before turning off the power source,

displaying the program guide being displayed as an the initial image when if the stored content information indicates that the program guide was displayed immediately before turning off the power source of the receiver, and

displaying as the initial image at least one of a recommended program or another program of a same genre, the recommended program being displayed as the initial image if when the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program guide information and previously set user preferences, and

the another program of the same genre indicated by the stored information being displayed as the initial image if when the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.

4. - 7. (cancelled)

8. (currently amended) The receiver as claimed in claim 1, wherein said display controller is operable, in response to the power source being subsequently turned on, (iii) to display the program guide is displayed as the initial image if when the content information indicates that the program was displayed immediately before turning off the power source of the receive and the currently broadcast program is not the

recommended program and is not of the genre indicated by the stored genre information.

9. - 11. (cancelled)

12. (currently amended) The method as claimed in claim 3, ~~further comprising: displaying, in response to the power source being subsequently turned on, wherein the program guide when is displayed as the initial image if the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not the recommended program and is not of the same genre indicated by the stored genre information.~~